

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTIONS**SEPTEMBER 18, 2006****U.S. PATENT NO. 7,024,381 B1****EXHIBIT B****IDENTIFICATION OF PRIOR ART****Prior Art Publications**

	Author	Title	Publication	Publisher	Date	Short Name	Bates Numbers
1.	Wanger, <i>et al.</i>	Automated Circulation System in Libraries Serving the Blind and Physically Handicapped: A Reference Guide for Planning		Cuadra Associates	05/15/1981	<i>Reference Guide</i>	BB00008174 – 8465
2.	Anguilla	Southern Retailer Says 'Video Library' Makes Bookkeeping A Breeze	Video Retailing		July 1982	<i>Multi-Video – publication</i>	BB00012975
3.		Regional Reports: Central Region	Video Store		Jan. 1985	<i>Pop*Card – publication</i>	BB00012976
4.		Pop*Card Advertisements	The Oklahoman	The Oklahoman	1982-1985		BB00013052 - 13059

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5.		It-Had-To-Happen Department: Newest Ways to Rent Videos	Changing Times (pre-1986), p. 9, October 1985	Kiplinger	Oct. 1985	<i>Video Hit – publication</i>	BB00004581
6.	Dreyfuss	French Twist	Fortune	Time Inc.	05/13/1985	<i>Cine Club – publication</i>	BB00012207
7.	Dreyfuss	French Twist	Fortune	Time Inc.	05/13/1985		BB00013025 – 13027
8.		It-Had-To-Happen Department: Newest Ways to Rent Videos	Changing Times (pre-1986), p. 9, October 1985	Kiplinger	Oct. 1985		BB00004581
9.			PR Newswire	PR Newswire Association	09/10/1985		BB00013047 - 13048
10.		Pssst! Hey, You! Wanna Buy 'Terminator' Cheap?	Daily News		1985		BB00013028
11.		The Cine Club Viewer	Newsletter	Cine Club	July 1985		BB00013032 – 13033
12.		Fast Track	New York		10/07/1985		BB00013029
13.		Exclusive in New York	Daily News		10/31/1985		BB00013031
14.	Morabito		Letter with flyer	Cine Club	11/25/1985		BB00013034 – 13035
15.		Exclusive in New York	Daily News		12/23/1985		BB00013030

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16.	Rodriguez	Functional Requirements	Access Self-Study, Vol. 7	Texas State Library Division for the Blind & Physically Handicapped	12/15/1987	<i>Functional Requirements</i>	BB00008466 – 8479
17.		Audio Cassettes	1989 Catalog 1995 Catalog 1997 Catalog	Tape Rental Library Inc.	1989-1997	<i>AudioQueue – publication</i>	BB00012226 – 12481
		Have You Heard the Best Idea for Maintaining Your Competitive Edge?	Brochure				
18.	Hattery <i>et al.</i>	Maxcess Makes It Easy: A Midrange Library System	Information Retrieval & Library Automation	Lomond Publications, Inc.	April 1993	<i>Maxcess</i>	BB00003020 - 3024
19.		Welcome to the Web! Avis Rent-A-Car	Internet for Business, Issue 1, p. 6	Financial Times, Telecoms & Media Publishing	May/June 1996	<i>Avis – publication</i>	BB00003183 – 3184
20.		Avis Rent-A-Car web pages	avis.com archive.org	Avis	1996-1998		BB00011927 – 12064
21.		Books On Tape On-line Order Form	web pages	Books On Tape	02/14/1997	<i>Books on Tape – publication</i>	BB00012211 – 12218

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22.		More About B-O-T & Frequently Asked Questions	web pages		05/08/1999		BB00013037 - 13046
23.		Sirsi Corporation	Library Technology Reports: Vendors of Integrated Library Systems, p. 239	American Library Association	March-April 1997	<i>Sirsi</i>	BB00003056
24.	Kuehner	Serving Book Listeners Audio-Only Bookstore to Open in Solon	The Plain Dealer, p. 1B	The Plain Dealer, Cleveland, Ohio	11/11/1998	<i>Talking Book World – publication</i>	BB00004576 – 4577
25.	Magerman	Video Vendor Point of Sale Software (Version 5.0) User Manual		Multipost Retail Systems	No later than 1995	<i>Video Vendor – publication</i>	BB00012223 – 12225
26.		Now Offering 30 Day Free Trial	web pages	Business Training Library	No later than April 1998	<i>Business Training Library – publication</i>	BB00013049 - 13051
27.		Advertisement	Oberlin News Tribune	Oberlin News Tribune	12/01/1998	<i>Campus Video - publication</i>	BB00013036

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28.		Auto Librarian	Library Technology Reports: Library System Software, p. 234	American Library Association	March-April 1999	<i>Auto Librarian</i>	BB00003025
29.		Annual Report 1998	Annual Report 1998	TiVo Inc.	03/31/1999	<i>TiVo – publication</i>	BB00012065 – 12163
30.		news articles			1999		BB00012164 – 12206
31.		web pages	netflix.com archive.org	Netflix, Inc.	04/27/1999	<i>Netflix – publication</i>	BB00013060 - 13070
32.		DVD Movie Rentals Come Online	Newsweek Business Information	Newsweek	04/15/1998		BB00008580 – 8581
33.		First Online DVD Rental Store Opens: Netflix Site Offers Unprecedented Title Selection, Availability and Convenience	Business Wire		04/14/1998		BB00008582 – 8584

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